The Changing Face of Global Health

Current drivers of global health:

- Focus on communicable diseases, especially in the developing world
- Vertical interventions for specific diseases
- Drive to meet most basic health care needs

Post-2015: the changing agenda:

- Move from a focus on selected diseases to a more comprehensive approach
- Extending universal health coverage
- Innovation to foster health system efficiency

Key issues:
Access* and *Affordability

Technology in the 2030 Sustainable Agenda

SDG 3: "Ensure healthy lives and promote well-being for all at all ages"

3.4 By 2030, reduce by one third premature mortality from noncommunicable diseases through prevention and treatment and promote mental health and well-being
SERVICE ACCESS AND QUALITY
3.8 Achieve universal health coverage
PHYSICAL AND FINANCIAL ACCESS
3.c Substantially increase health financing and the recruitment, development, training and retention of the health workforce in developing countries REMOTE TRAINING

SDG 17: "Strengthen the means of implementation and revitalize the global partnerships for sustainable development"

17.6 Enhance North-South, South-South and triangular regional and international cooperation on and access to science, technology and innovation
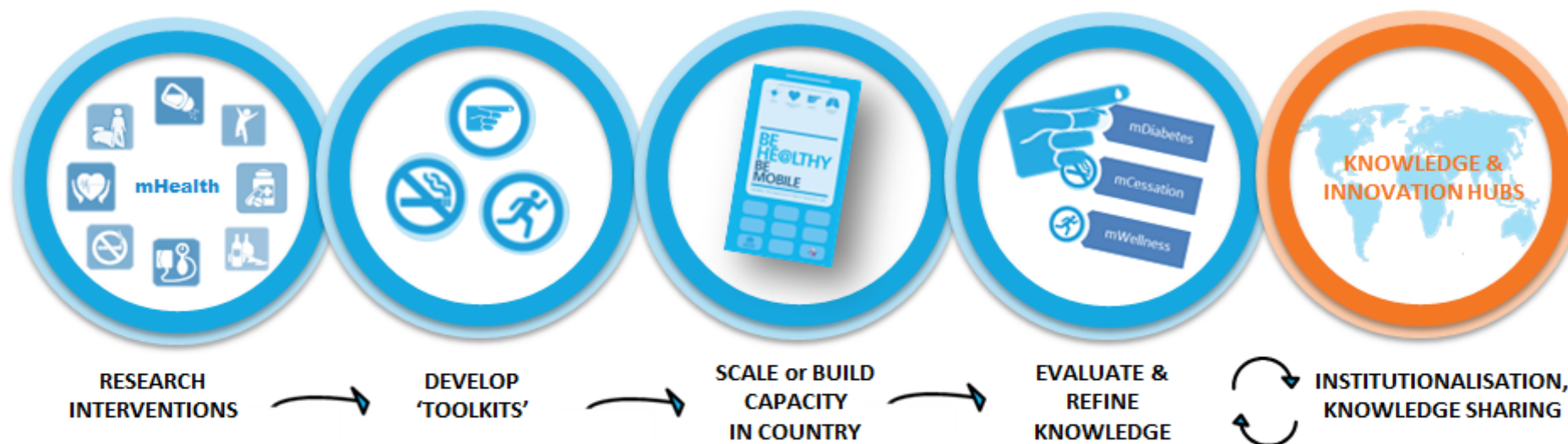COUNTRY COLLABORATION
17.17 Encourage and promote effective public, public-private and civil society partnerships INTER-SECTORAL COLLABORATION

But successful digital solutions need to achieve SCALE…

Be He@lthy Be Mobile: Sustainable scale-up

| RESEARCH INTERVENTIONS | DEVELOP 'TOOLKITS' | SCALE or BUILD CAPACITY IN COUNTRY | EVALUATE & REFINE KNOWLEDGE | INSTITUTIONALISATION, KNOWLEDGE SHARING |

2013 – 2016: Be Healthy Be Mobile Programme
- Develop best practice for mHealth at scale
- WHO-ITU build & trial reusable tools to be shared globally

Beyond 2016
- Scale mHealth globally in a meaningful way
- Develop light touch service models

Developing the digital ecosystem

- Programs are needs-driven, government-owned and highly collaborative:
  - **Intragovernmental**: Ministry of Health, Ministry of Communications
  - **Inter-sectoral**: governments, civil society, multilaterals, academia and the private sector
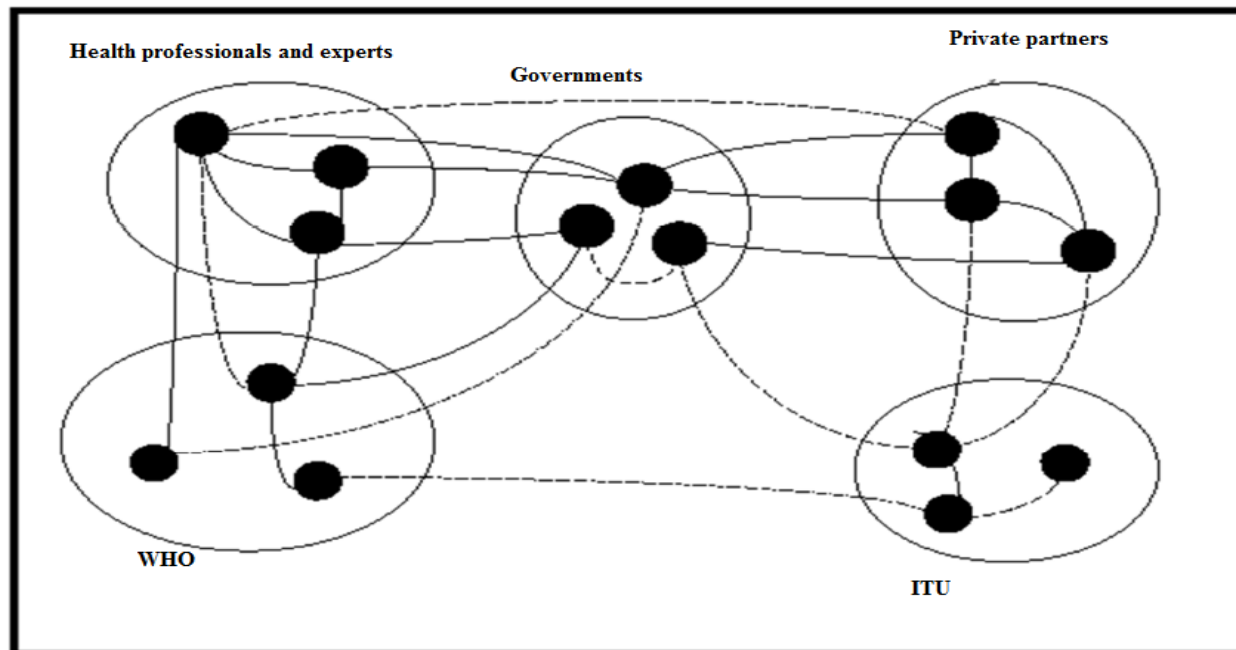
How we assist countries

Building and strengthening digital and mobile health tools and knowledge

Scaling up effective national digital and mobile health programs

Catalyzing new and impactful digital and mobile health solutions for the SDGs

mHealth toolkits

mDiabetes

mCessation

mHypertension
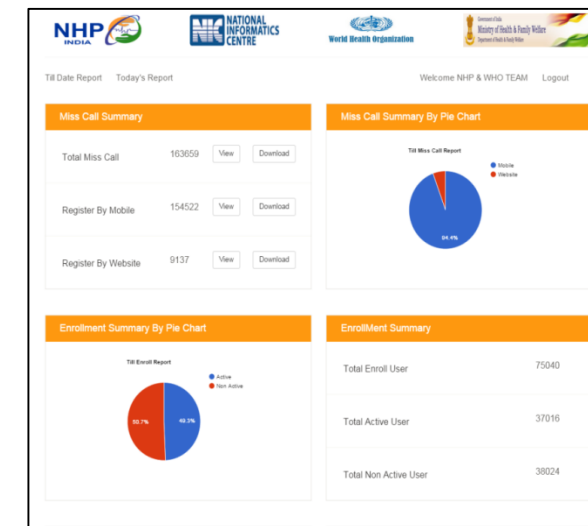
mCervicalCancer

mCoPD

mAgeing

mTB/Tobacco

mTB/Diabetes

Country programmes 2013-2016

Country	Status
India	National launch January 2016 to all states, currently over 2 million users registered
Philippines	Launch of mobile health in 2-3 cities by end of 2016
Senegal	Multiple national mDiabetes campaigns for prevention, treatment support and health worker training reached about 50,000 participants
Costa Rica	National platform set up, leading regional interest in the technology (Mexico, Nicaragua, Panama)
Tunisia	National platform launch September 2016
United Kingdom	Developing a digital hypertension tool for 2017
Norway	In-country production of mCOPD solutions (2016)
Zambia	mCervicalCancer under preparation for launch in 2016
Egypt	3 mRamadan campaigns reaching over 50,000 patients in total

BE
HE@LTHY
BE
MOBILE
MOBILE TECHNOLOGY FOR A HEALTHY LIFE

Case study: mCessation in India

- National services launched in Jan 2016

- Unique feature: missed call for registration

- Live dashboard

- 160,000+ registered in the first week and over 1.2 million by June

- Funding committed from both the Ministries of Health and ICTs

- Integrated M&E plan from the onset to assess impact

BE
HE@LTHY
BE
MOBILE
MOBILE TECHNOLOGY FOR A HEALTHY LIFE

mCervicalCancer in Zambia

*"Women should not die from highly preventable diseases such as cervical cancer due to **lack of access to information**. We are excited that Zambia will be launching the mCervicalcancer program, the first in the world. mCervicalcancer will enable women in hard to reach areas of Zambia have access to life-saving information..."*

Her Excellency, Mrs Esther Lungu,
First Lady of the Republic of Zambia

And demand is growing...
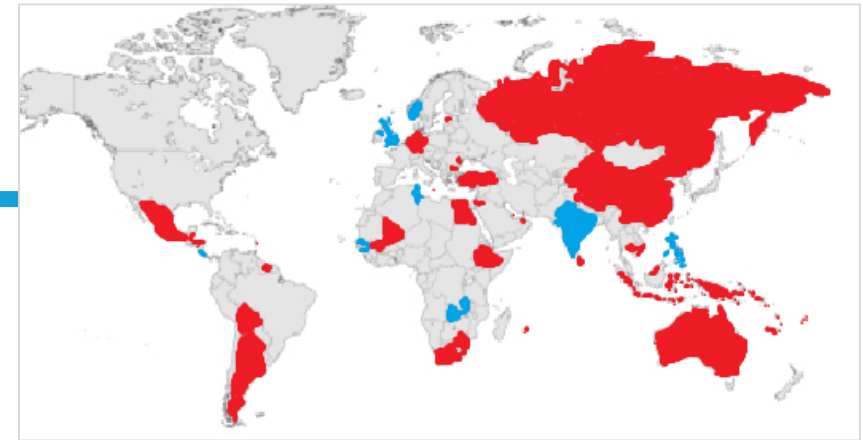
## Countries that have sent an Official Request (16)

- **Brunei**
- **Costa Rica**
- **Egypt**
- **India**
- **Mauritius**
- **Mexico**
- **Moldova**
- **Norway**
- **Panama**
- **Philippines**
- **Russian Federation**
- **Senegal**
- **Suriname**
- **Tunisia**
- **United Kingdom**
- **Zambia**

Countries that have expressed interest in joining the initiative (45+)

Algeria	Germany	Saudi Arabia
Argentina	Honduras	Spain
Bahrain	Indonesia	Sri Lanka
Barbados	Israel	Thailand
Bolivia	Jordan	Tonga
Brazil	Mali	Turkey
Bulgaria	Malta	Turkmenistan
Comoros	Mexico	UAE
Estonia	Pacific Islands (Fiji, British Samoa, American Samoa)	Viet Nam
Ethiopia		

Partnerships: cross-sectoral model

THE PROGRAM IS UNIQUE IN THAT IT ADOPTS A MULTI-SECTOR PARTNERSHIP STRUCTURE AND ENGAGES IN COUNTRY PARTNERS AND GOVERNMENTS TO MAXIMIZE SUCCESS.
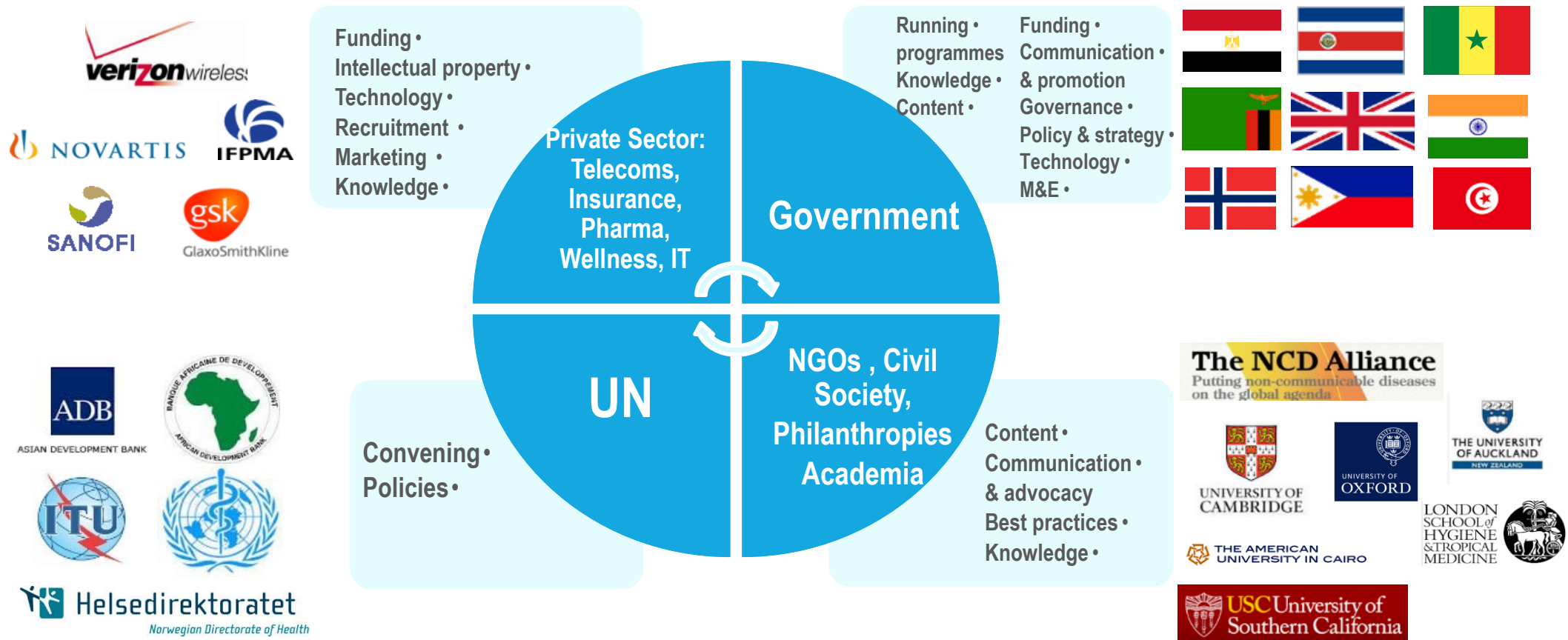
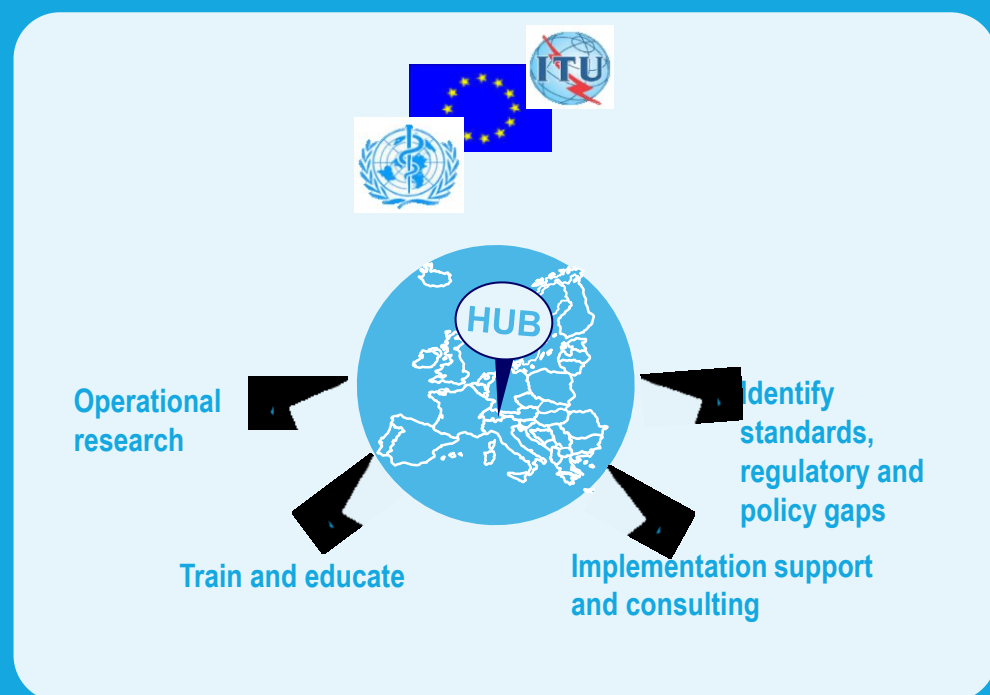# Further strategies for knowledge expansion

OBJECTIVE OF HUB

- Scale-up mHealth success
- Access to WHO/ITU/EC accredited content
- Facilitate innovation
- Thought leadership

STRUCTURE

- WHO-ITU & EC support in setup
- Core full-time team dedicated to:
- project management
- technology/IT
- partnership and communications
- monitoring and evaluation
- administrative/financial support
- Operational research

KNOWLEDGE & INNOVATION HUB
Core Functions

Operational research

Identify standards, regulatory and policy gaps

HUB

Train and educate

Implementation support and consulting

THANK YOU

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